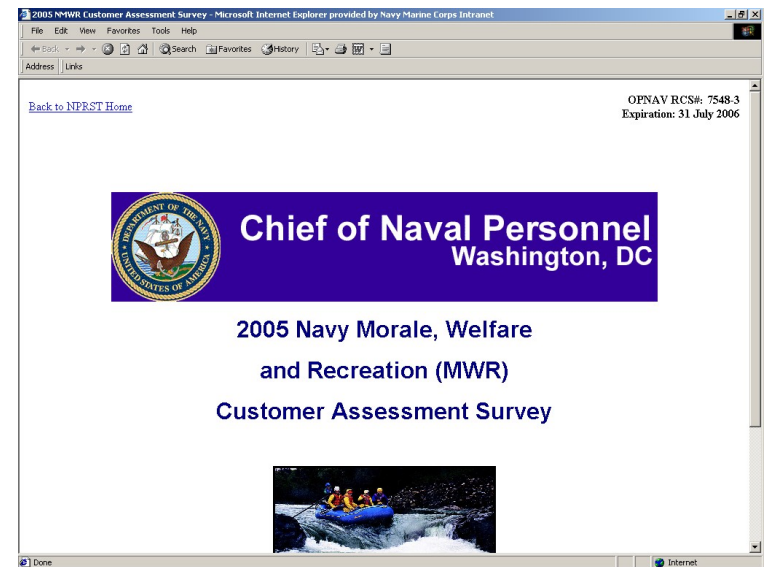


2005 Navy MWR Customer Survey

Objectives

- To develop, administer, and analyze 2005 Navy-wide MWR Customer Survey
- To compare results of 2005 Survey to results of previous MWR Customer Surveys
- 2005 Navy MWR Customer Survey designed to:
 - Assess perceptions of MWR program importance, use, satisfaction, and quality
 - Obtain views about MWR contributions to key military outcomes
 - Help PERS-61 to evaluate program execution and delivery



Survey Administration

- Selected a stratified random sample of active duty Navy officers and enlisted
- Notification letter sent with website address and password; 2 reminder letters sent
- Primary Random Number (PRN) sampling used to avoid overlap with NPS and FFSC survey samples
- Survey administration period:
 - May 3 – June 28, 2005
- Sample Size:
 - 17,621
- Surveys returned:
 - 3,363 Total
 - » 3,256 “Usable surveys”
- Response rate:
 - 20% for entire sample
 - 32% estimated for E-4 and Above

**Survey
administration
- briefing cycle
cut by about
1/3 from 2003**

March 25, 2005

MWR, FFSC surveys seek Sailor opinions

by JO1 Teresa J. Frith
Navy Personnel Command
Communications

Two Navy-wide quality of life surveys are scheduled to come out in early April that will allow Sailors and their families to give their opinions on Morale, Welfare and Recreation (MWR), and Fleet and Family Support Center (FFSC) programs.

Navy Personnel, Research, Studies and Technology developed the surveys, and will use the results to gauge the overall satisfaction of the two programs.

The MWR survey will cover programs and services, such as child and youth development, fitness centers, golf, bingo, bowling, swimming, outdoor recreation, Internet access and movies, while the FFSC survey will cover programs including personal financial management,



Photo by JO3 Seth J. Bauer

Sailors and Marines from Commander Seventh Fleet and USS Blue Ridge (LCC 19) tour the Great Wall of China during a Blue Ridge Morale Welfare and Recreation (MWR) sponsored tour of Beijing, China.

Importance of MWR Facilities/Services: All Respondents Top Tier

Percent "Important"/"Very Important"

Sailor 2005		Sailor 2003		Sailor 2000	
Fitness Center	94%	Fitness Center	92%	Fitness center	91%
ITT	90%	ITT	87%	ITT	88%
Gym	90%	Gym	84%	Gym	86%
Swimming pools	88%	Computers/Internet service	79%	Outdoor recreation areas	79%
Recreation Center facilities	83%	Special events	79%	Playing fields	79%
Sports fields	83%	Recreation Center facilities	78%	Outdoor recreation rental	76%
Shipboard movies	83%	Library Media Resource Center	77%	Outdoor activities	75%
Outdoor recreation areas	82%	On-base movies/theatres	77%	Library Media Resource	75%
Shipboard recreation programs	82%	Playing fields	77%	Special events	74%
Special events	81%	Shipboard movies	76%	Recreational swimming pool	74%
Library Media Resource Center	81%				

Use of Facilities/Services: All Respondents Top Tier

Percent "Yes"					
Sailor 2005		Sailor 2003		Sailor 2000	
Fitness Center	89%	Fitness Center	86%	Fitness center	85%
Gym	80%	Fast food	76%	Fast food	75%
ITT	74%	Gym	74%	Gym	73%
Fast food at MWR facilities	72%	ITT	69%	ITT	71%
On-base movies/theatres	64%	On-base movies/theatres	65%	Outdoor recreation areas	59%
Swimming pools	63%	Computers/Internet service	61%	Playing fields	58%
Shipboard movies	62%	Recreation Center facilities	58%	On-base movie theater	48%
Sports fields	60%	Playing fields	57%	On-base free movies	48%
Recreation Center facilities	57%	Shipboard movies	57%	Computers/Internet service	48%
Special events	54%	Bowling	54%	Bowling	47%
Bowling	54%				

Use of Navy MWR Facilities/Services Section: Indicate whether or not you regularly use each facility/service listed.

Use of Off-base Facilities/Services:

All Respondents

Top Tier	
Sailor 2005	
Movies/theatres	52%
Fast food	44%
Lounge/Bar	41%
Bowling	35%
Swimming pools	34%
Outdoor recreation areas	34%
Special events	34%
Outdoor activities	34%
ITT	32%
Gourmet Coffee/Cybernet Café	32%
Use of Navy MWR Facilities/Services Section Please indicate if you use similar services off base.	

Bottom Tier	
Sailor 2005	
Youth recreation program	16%
Child development programs	15%
Marina services	13%
Catering	13%
Single Sailor/Liberty programs	12%
Intramural sports	12%
Shipboard fitness	11%
Shipboard Library Media Resource Center	10%
Shipboard recreation programs	9%
Bingo	5%
Use of Navy MWR Facilities/Services Section Please indicate if you use similar services off-base.	



Satisfaction with Facilities/Services: User Responses Only

Top Tier

Sailor 2005

Fitness center	88%
Auto skills center	86%
Bowling	86%
Gym	85%
Bingo	84%
Golf	84%
Shipboard movies	83%
Gourmet Coffee/Cybernet Cafe	83%
ITT	82%
Breakfast at MWR facilities	82%
Intramural sports	82%

Satisfaction with Navy MWR Facilities/Services Section Of the facilities you regularly use, indicate your satisfaction with each facility/service listed.

Bottom Tier

Sailor 2005

Marina services	75%
Lounge/Bar	75%
Youth recreation program	75%
Crafts and hobby programs	74%
Shipboard recreation programs	74%
Child development programs	74%
Library Media Resource Center	73%
Shipboard fitness programs	72%
Single Sailor/Liberty program	72%
Special events	71%
Shipboard Library Media Resource Center	69%

Satisfaction with Navy MWR Facilities/Services Section Of the facilities you regularly use, indicate your satisfaction with each facility/service listed.



Quality Ratings of Navy MWR: Enlisted

	Sailor 2005	Sailor 2003	Sailor 2000
How would you rate Navy MWR facilities?			
Better than expected	49%	61%	52%
As expected	41%	33%	39%
Worse than expected	10%	6%	9%
How would you rate Navy MWR equipment?			
Better than expected	50%	55%	51%
As expected	41%	38%	40%
Worse than expected	9%	6%	9%
How would you rate Navy MWR services?			
Better than expected	45%	56%	-----
As expected	43%	38%	-----
Worse than expected	12%	7%	-----
How would you rate Navy MWR programs?			
Better than expected	47%	54%	-----
As expected	42%	39%	-----
Worse than expected	12%	7%	-----
How would you rate Navy MWR customer service?			
Better than expected	45%	50%	44%
As expected	42%	40%	44%
Worse than expected	13%	9%	12%



Quality Ratings of Navy MWR: Officers

	Sailor 2005	Sailor 2003	Sailor 2000
How would you rate Navy MWR facilities?			
Better than expected	45%	57%	48%
As expected	45%	36%	42%
Worse than expected	10%	3%	10%
How would you rate Navy MWR equipment?			
Better than expected	45%	55%	46%
As expected	46%	38%	44%
Worse than expected	9%	7%	10%
How would you rate Navy MWR services?			
Better than expected	41%	53%	-----
As expected	48%	46%	-----
Worse than expected	11%	7%	-----
How would you rate Navy MWR programs?			
Better than expected	39%	52%	-----
As expected	52%	42%	-----
Worse than expected	8%	6%	-----
How would you rate Navy MWR customer service?			
Better than expected	41%	44%	38%
As expected	46%	45%	48%
Worse than expected	12%	11%	14%



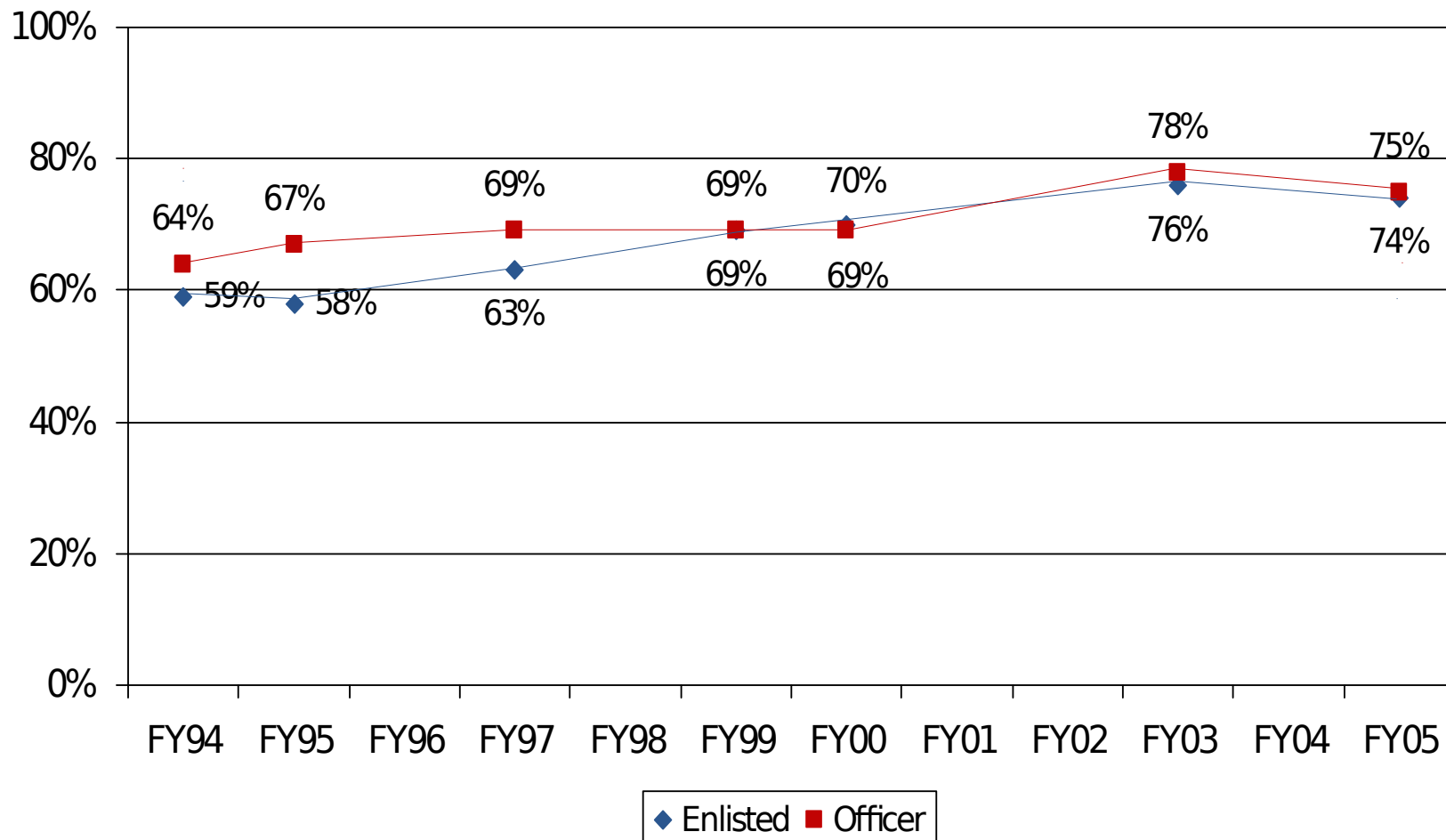
Overall Satisfaction with MWR

	Percent "Agree"/"Strongly Agree"			
	Enlisted 2005	Enlisted 2003	Officer 2005	Officer 2003
I am satisfied with the Navy's MWR facilities.	74%	76%	75%	78%
I am satisfied with the Navy's MWR services.	73%	77%	74%	77%
I will continue to use the Navy's MWR facilities.	84%	91%	93%	96%
I will continue to use the Navy's MWR services.	84%	90%	91%	94%
I would recommend the Navy's MWR facilities to others.	77%	83%	82%	86%
I would recommend the Navy's MWR services to others.	77%	83%	81%	85%
Navy MWR services are worth the fees I pay.	62%	70%	74%	77%
Navy MWR improves the quality of life for me.	68%	76%	80%	84%
Navy MWR improves the quality of life for my family.	61%	63%	70%	76%

Satisfaction with MWR Section NOTE: 2000 results not shown because wording of items was different.



MWR Satisfaction Across Years



MWR Contributions to Outcomes: Enlisted

Percent "Agree"/"Strongly Agree"

	Sailor 2005	Sailor 2003	Sailor 2000
MWR programs contribute to my physical fitness.	78%	79%	82%
MWR programs contribute to my readiness.	68%	68%	66%
MWR programs contribute to unit cohesion.	61%	62%	62%
MWR programs help me manage stress.	63%	64%	57%
MWR programs give me an opportunity for relaxation and fun ("...opportunity for fun" in 2000 and 2003).	76%	87%	87%
MWR programs are a benefit I consider when deciding whether to remain in the Navy.	44%	39%	33%
MWR provides family support programs that allow me to be more productive at work.	48%	44%	44%
MWR family support programs help my	45%	30%	34%



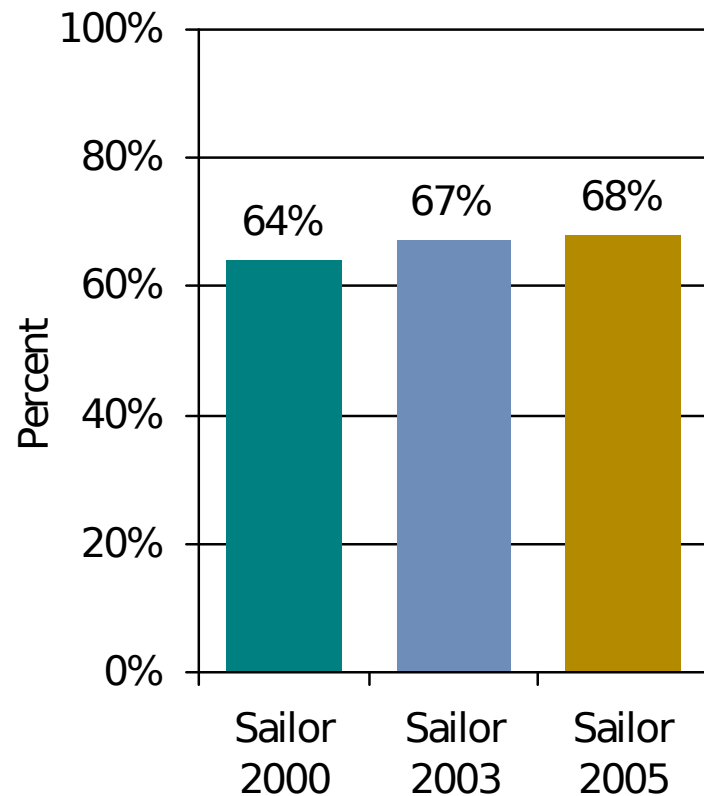
MWR Contributions to Outcomes: Officers

Percent "Agree"/"Strongly Agree"			
	Sailor 2005	Sailor 2003	Sailor 2000
MWR programs contribute to my physical fitness.	87%	88%	86%
MWR programs contribute to my readiness.	74%	73%	67%
MWR programs contribute to unit cohesion.	73%	76%	76%
MWR programs help me manage stress.	70%	71%	67%
MWR programs give me an opportunity for relaxation and fun ("...opportunity for fun" in 2000 and 2003).	83%	89%	89%
MWR programs are a benefit I consider when deciding whether to remain in the Navy.	47%	42%	36%
MWR provides family support programs that allow me to be more productive at work.	48%	47%	38%
MWR family support programs help my	44%	41%	31%



MWR Survey: Respondents Providing Comments

- About 2/3 of all Sailors provided comments, similar to 2003 and 2000
- Overall, 64% of all comments were positive ("Like Most") and 36% were negative ("Like Least")
- Changes in methodology, so caution should be taken when making comparisons across years



Distribution of Comments

More Positive than Negative

	Sailor 2005		Sailor 2003		Sailor 2000	
	Like most	Like least	Like most	Like least	Like most	Like least
Programs/Activities	24%	13%	23%	12%	23%	9%
Facilities/Equipment	36%	28%	32%	21%	26%	18%
Kudos/Critiques	16%	10%	19%	7%	16%	9%
Costs/Money	10%	10%	10%	12%	12%	12%

More Negative than Positive

	Sailor 2005		Sailor 2003		Sailor 2000	
	Like most	Like least	Like most	Like least	Like most	Like least
Hours/Access/Location	5%	19%	6%	16%	6%	14%
Publicity	1%	7%	0%	8%	0%	7%
Employees/Customer Service	3%	7%	5%	9%	5%	10%
Miscellaneous	3%	4%	1%	9%	6%	14%
Age/Rank/Family	2%	3%	4%	6%	6%	6%



Facilities/Equipment

- Category includes comments about any facility or equipment in a facility
- Most common type of comment, with over 1/3 of the positive and over 1/4 of the negative comments
 - Similar to 2003 MWR, most positives were about fitness center and gym, while most negatives were general discussion of facilities/equipment, followed by comments about food and the clubs

No matter what base you find yourself on there is always a reasonably well equipped gym with good hours. - male, W2-O3/O3E

The gym was remodeled and is vital to my Naval career. - male, E4-E6

I think that the gym and its programs are the most important part of MWR. - female, E4-E6

The Navy requires Sailors to maintain physical readiness - cost associated with ANY aspect of a typical physical fitness regimen (including gym locker fees) that comes out of the Sailor's pocket must be eliminated. Otherwise, it could be a factor in discouraging physical fitness activity.- male, O4-O6

Prices for food are cheaper off base and better quality off base. - male, E7-E9



Hours/Access/Location

- Category includes comments about convenience of facilities/services
- More negative comments than positive comments
 - Most negatives were about the hours facilities were open and the need for remodeling/age of facilities & equipment
 - Most positives were about location/convenience and the hours facilities were open

The scheduling. They have what I need when I need it. – male, E4-E6

I know that my wife doesn't have to go very far to do something with the kids. – male, E4-E6

There's SOMETHING offered at every duty station. – male, W2-O3/O3E

Timing on facilities. MWR is always closed when the personnel that use MWR are off work. – male, E7-E9

I'm always on duty when the fun happens. – male, W2-O3/O3E

Facilities tend to be old (if not VERY old). – male, O4-O6

Some equipment seems to stay around even though it's obviously



MWR Survey: Summary

- As in the past, Fitness Center (94%), ITT (90%), and Gym (90%) were the three most important MWR facilities/services
 - 2005 Sailor importance ratings similar or slightly higher than on past surveys
- Results for use section similar or slightly higher than in 2000 and 2003
 - Fitness Center (89%), Gym (80%), ITT (74%), and Fast Food at MWR Facilities (72%) again the top 4 facilities/services
 - The most used facilities also had highest satisfaction ratings
- Satisfaction with MWR quality appears to be decreasing
 - Compared to 2003, fewer rated MWR quality as “better than expected”
 - While few rated these aspects of MWR as “worse than expected,” the percentages who did increased compared to 2003



MWR Survey: Summary (cont.)

- While satisfaction with MWR remains high, the ratings were lower in 2005 than 2003
 - Almost 2/3 of enlisted indicate that MWR improves their quality of life, compared to about 3/4 in 2003
 - While 84% of enlisted and over 90% of officers indicate they will continue to use MWR, this was a decrease from 2003 for enlisted
 - Nearly 2/3 of enlisted and 3/4 of officers indicate that MWR is worth the fees they pay, slightly lower than in the past (backup slide)
- Most effective ways to inform Sailors about Navy MWR are still the traditional ways (Chain of Command Communications, Base Paper), but e-mail communications increased for enlisted (backup slides)

